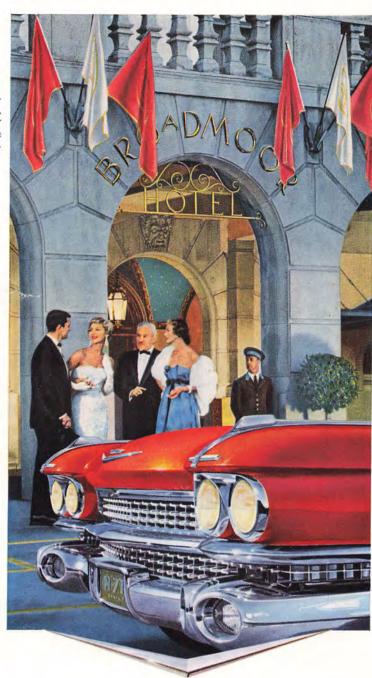
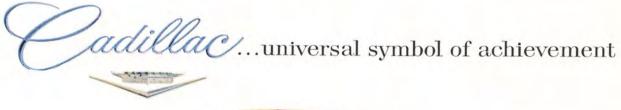


gowns by John Carter

The 1959 Cadillac car speaks so eloquently-in so many ways-of the man who sits at its wheel. Simply because it is a Cadillac, for instance, it indicates his high level of personal achievement. Because it is so beautiful and so majestic, it bespeaks his fine sense of taste. And because it is so economical to own and to operate, it testifies to his great practical wisdom. Why not visit your dealer tomorrow-and arrange to let a new Cadillac tell its wonderful story about you? In fact, the car's extraordinary reception has made it imperative that you place your order at an early date.

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER







JANUARY 1, 1959



TOURNAMENT

OF ROSES

ROSE BOWL GAME

STATE UNIVERSITY OF IOWA

vs.

UNIVERSITY OF CALIFORNIA

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TOURNAM

Pasadena bestows its highest honor today upon the Senior Senator from Alaska, the Honorable E. L. "Bob" Bartlett, who, as Grand Marshal of the 70th annual Tournament of Roses, symbolizes the exciting adventure of Alaskan statehood.

The first such addition to the United States since 1912, this extension of American boundaries opens up a vast new area for development in a land already richly laden with adventure, thus the Tournament of Roses Association is proud to include the 49th state in its 1959 pageantry of spreading joy and beauty throughout the world to herald the New Year.

Designation of the Tournament's grand marshal is an assignment given to the president of the Tournament of Roses, Stanley K. Brown, a Pasadena attorney whose election to the Tournament's highest office for a term of one year culminates 25 years of unselfish and dedicated civic service.

"In my opinion," President Brown says, "the admission of Alaska into our union of states is America's most 'down to earth' adventure of the past year, and

the selection of Senator Bartlett is in keeping with this year's Tournament theme, 'Adventures in Flowers.' We know that all Americans will take this occasion to lustily hail the presence here today of Senator Bartlett.

The Grand Marshal in his rose-covered convertible this morning led sixty-three flower-covered floats, 20 outstanding bands, and over 200 equestrians mounted upon the finest parade horses in the nation, over the five-mile line of march. More than eighty million persons watched the Rose Parade on television, while millions more throughout the world will see it in newsreels. Pictures in newspapers and magazines will reach hundreds of millions more as the eyes of the world again turn to Pasadena for the thrilling and delightful experience of watching another New Year launched in the universal language of fresh flowers cast into myriad designs by the creative ingenuity of man.

Tournament of Roses pageantry began on January 1, 1890, as a small village celebration inspired by members of Pasadena's Valley Hunt Club as a means of wishing friends and one another a Happy New Year.

Ireland made its debut in Tournament of Roses pageantry today as it joined hands with the March of Dimes to launch that organization's campaign for funds in 1959. Six students flew here from Eire especially for the occasion. Picture is artist's conception of what float was expected to look like.



More than one million and a half persons lined the streets of Pasadena today to witness the 70th annual Tournament of Roses unfold its delightful theme, "Adventures in Flowers," featuring 63 floats, 20 bands and over 200 equestrians.



ENT OF ROSES

Decorating their carriages and surreys with flowers grown in their own gardens, these early day families would vie with one another to create more original and colorful decorations. These first Rose Parades were followed in the afternoon with games and feats of horsemanship. Chariot racing in time supplanted the games and in 1916 finally gave way to the Rose Bowl Football Game.

The Tournament of Roses Association was formed after the first five years of sponsorship by the Valley Hunt Club. A nonprofit organization, its membership now includes 1300 persons from all walks of life, who give freely of their time to make each pageant come to life.

The organization embodies the finest principles of free men working together in a common objective, and the success of each Tournament of Roses is based upon the accomplishments of each of the 30 committees.

Called "the greatest show on earth" by the millions of people who have ventured here to see it in person, Tournament pageantry has grown through the years because of the ever-present qualities of humor, dedication and the desire to help make this a better world in which to live. Wholesomeness and good taste are always reflected in this pageant of beauty and charm, the purpose of which is to provide people with an interlude from the drudgery of daily living.

Thus, once more, the people of Pasadena and of California say for all to hear, "Peace on earth, good will to you, and may the coming year be happy and bright."





STANLEY K. BROWN
PRESIDENT
Tournament of Roses Association



PAMELA ELAINE PRATHER QUEEN 70th Annual Tournament of Roses

STATE UNIVERSITY







City in the fall of 1855 and pried open the doors of an abandoned building. The professors put a sign on the building which read "State University of Iowa." Newspapers announced that Iowa's University, which had been founded in 1847 shortly after Iowa Territory became the State of Iowa, had finally opened.

When Explorer I began to orbit the earth early in 1958, probing secrets of space for the International Geophysical Year, it carried instruments developed on that same Iowa campus, which has grown with zest into a major university with 10,500 students and national fame. But in its early years the State University of Iowa was known as a "cow college"—and with some reason.

Ten years after the University was founded, in 1857, the Iowa capital was moved from Iowa City to Des Moines, and the State University of Iowa took over the old Capitol building which still overlooks the campus. Iowa was poor and had little money to give to its university, so SUI cut the tall prairie grass on the campus and sold hay to help meet expenses. Horses and cows from nearby farms roamed the campus and in 1862 the University bought a large dog to protect the

hay crop. Finally, in 1878, SUI received its first state appropriation, \$20,000 and began to grow.

Over 60 buildings now stand with the beautiful, simple pioneer capitol beside the winding Iowa River. A short walk from Old Capitol, in the Physics Building, Iowa physicists play a key role in the United States satellite program. Led by cosmic ray expert James A. Van Allen (an Iowa graduate), chairman of the National Academy of Sciences committee for earth satellite instrumentation and head of the Physics Department, SUI physicists designed and built instruments for the U.S. "moons." Through the years SUI has pioneered in many other fields.

Some people criticized SUI in 1860, for instance, for the being the first state university to admit women on equal terms with men students. People said SUI was radical, but soon other universities began accepting women.

A few years later Gustavus Hinrichs, head of the SUI School of Science, attracted nationwide attention for giving laboratory practice to science students. Soon other universities began teaching laboratory courses.

The SUI School of Fine Arts pioneered in accepting creative works such as novels, paintings and plays as theses for advanced degrees. More than 30 years ago SUI started the nation's first interfaith School of Religion, with faculty members of the Protestant, Catholic and Jewish faiths sharing offices and teaching together. The Iowa Speech Clinic has become an international leader in the study of stuttering and speech therapy.

Around the 700-acre campus students attend colleges of Law, Engineering, Commerce, Medicine, Education, Dentistry, Nursing, Liberal Arts, Pharmacy and the Graduate College. Included in Liberal Arts are Schools of Journalism, Social Work, Religion and Fine Arts. In fulfilling its responsibilities to seek new knowledge and put it into the hands of those who need it, the University extends its efforts far beyond its earliest undertaking, the teaching of students.

Researchers from many disciplines, for instance, study behavior and characteristics of the normal child in the nation's first unit devoted solely to this purpose, the Iowa Child Welfare Research Station. At the other end of the age scale, the Iowa Institute of Gerontology studies the problems of aging. And across the entire Iowa campus other teachers, researchers and students seek to know more about that wonderfully complex phenomenon-Man-and his universe.

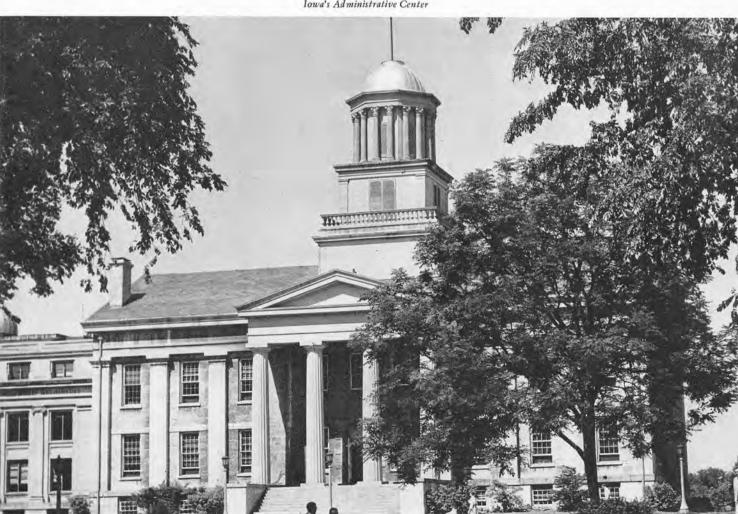


Art Building



Iowa Memorial Union







KENNETH L. (Tug) WILSON Big Ten Commissioner of Athletics



DEAN ROBERT BROWNE UNIVERSITY OF ILLINOIS Chairman, Western Conference Faculty Representatives



Western Conference dates to a meeting of seven midwestern university presidents in Chicago January 11, 1895. Their purpose was to establish common standards for the regulation of athletic competition among their institutions, and arrangements for a permanent organization based on the principle of faculty control of athletics.

A year later, on February 8, 1896, faculty representatives from the Universities of Chicago, Illinois, Michigan (which replaced Lake Forest among the institutions represented the previous year), Minnesota, Wisconsin, Purdue University, and Northwestern University met in Chicago to continue the organizational effort which had been initiated by the presidents.

For want of any better designation, the minutes of that meeting were headed "Intercollegiate Conference of Faculty Representatives." That designation remains the proper name of the oldest continuing organization of colleges for purposes of athletic administration. That title, incidentally, also gave to the language a new usage for the word "conference," as denoting such a grouping for athletic purposes.

Indiana University and the State University of Iowa were admitted to membership in 1899, and Ohio State in 1912. Michigan withdrew in 1908, but was re-

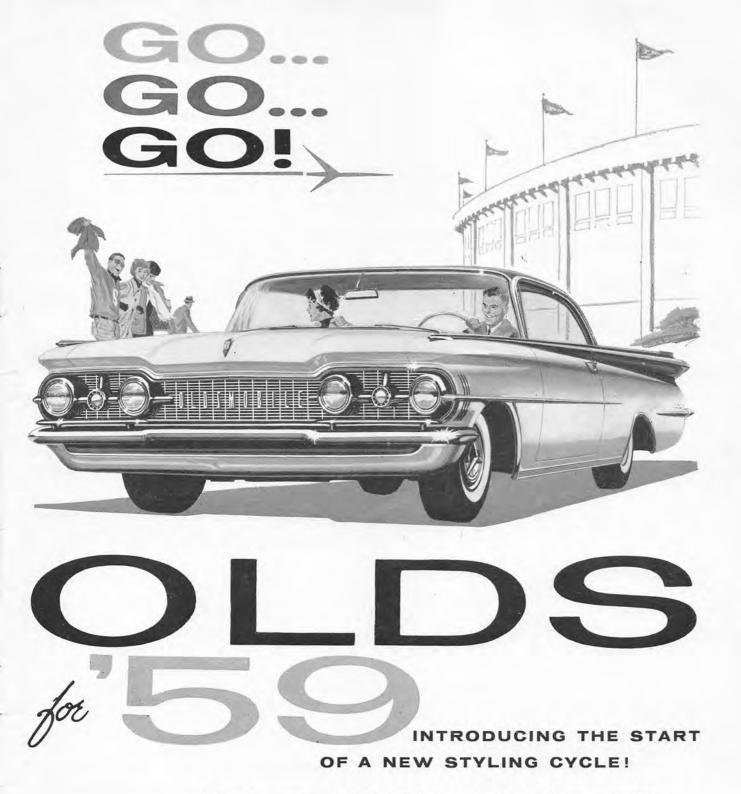
CONFERENCE

admitted in 1917. The University of Chicago withdrew in 1946, and Michigan State University became a member in 1949.

Joined together for athletic purposes, the Conference has been renowned for the prowess of its teams and individual titles and nearly a quarter of all the team titles awarded in national collegiate competition have been won by Conference representatives.

But the greater purpose of the universities that comprise the Big Ten Conference can be measured in terms of their scholarly resources. They have physical plants worth more than three-quarters of a billion dollars; annual operating budgets aggregating \$300,000,000; 13½ million volumes plus several million additional manuscripts, pamphlets and similar materials in their libraries; full-time teaching staffs of more than 12,000 with an additional 10,000 part-time faculty members; and a student body of nearly 200,000—exceeding the combined university enrollments of Great Britain, Belgium, Holland, Denmark, Switzerland and Sweden.

The Big Ten universities, in the words of Dr. Herman B Wells of Indiana University, senior in point of service among Conference presidents, have "paced the spectacular economic and social development of the Upper Mississippi River Valley during the past half-century."

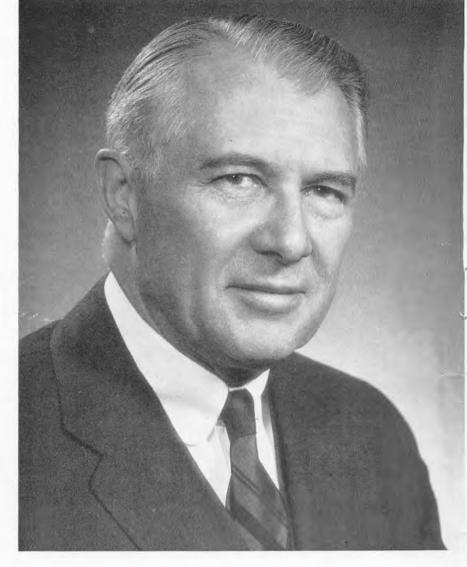


Ride with a winner . . . ride the 1959 Rocket! There's never been another Olds like it for color, dash, all-round action! Exciting new "Linear Look". . . luxury and comfort as never before. It's the car that conquers inner space—gives you a new, wide-open Vista-Panoramic outlook! You'll find Olds for '59 an all-time great performer, too—with a sensational new Rocket Engine to obey your signals . . . deliver new fuel economy! See Oldsmobile's dashing new Holiday SportSedan — and the light, airy new Holiday SceniCoupe — at your authorized Quality Dealer's! Thrill to all that's new in OLDSmobility for '59!





M.



HANCHER

State University of Iowa in November, 1940, bringing to his new office a background that included boyhood on an Iowa farm, an undergraduate education at the State University of Iowa, advanced study at Oxford as a Rhodes scholar, and 16 years of corporation law practice in Chicago.

A descendant of an old Iowa family, President Hancher was born near Rolfe, Sept. 4, 1896. He was president of his senior class at SUI in 1918, and was elected to Phi Beta Kappa for outstanding scholarship.

President Hancher has held many national offices during his 18 years as head of SUI. He is presently chairman of the Educational Policies Commission and has served as chairman of the American Council on Education (1954-55) and president of the National Association of State Universities (1953-54). He has been awarded honorary degrees from ten colleges and universities for distinguished work in higher education.

He is widely known as a champion of liberal arts education, and of a broader base for profesional specialization.

Time Magazine has described President Hancher as a "Humanologist," in describing his conviction that a university must concern itself with all that affects man—from studies of children to the problems of old age.

Two great champions from Iowa...the Hawkeyes and





By LOU YOUNKIN Sports Editor, Iowa City Daily Iowan



LOU YOUNKIN

As was the case two years ago, Iowa was picked as an also-ran in the preseason guessing in the Big Ten with Michigan State, Wisconsin and defending champion Ohio State (10-7 conquerors of Oregon in the Rose Bowl last year)

getting most of the nods for the league championship. Iowa coach Forrest Evashevski heartily agreed with the early predictions. No coach, of course, likes to play the favorite's role, but Evy had a legitimate excuse for his Hawkeyes.

"We can move the ball against any team," said the Iowa coach, "but our defense is going to hurt us. We are short of material in reserve interior linemen and our defensive backs are short which will hurt us on pass defense." Then the former Michigan great added with a wry smile, "But who would be silly enough to throw against us when they can make all that yardage on the ground?"

Evy's comments were only partially realized by the time the Hawkeyes ended their season November 22.

The conference dark horse, Iowa, had come from nowhere to win the Big Ten crown and Rose Bowl trip and finished second in both Associated Press and United Press International final grid polls.

A dark horse, yes. But how that dark horse raced through its 9-game schedule against the toughest opposition. The Hawks played, besides six Big Ten foes, Texas Christian and Air Force Academy, participants in the Cotton Bowl New Year's Day, and Notre Dame. A 7-1-1 record with competition like that is a tremendous tribute to Evashevski, his staff and his squad.

Texas Christian was the first victim by a 17-0 count at Iowa City, and a few eyebrows were raised by a defense that shut out the powerful Horned Frogs from the Southwest.

Air Force Academy was next and both teams crossed

the finish line with 13 points. The way things turned out the tie was not too surprising since the deadlock with Iowa was the only blemish on the Falcons' record in ten games.

Indiana fell before Evy's Hawks in the first conference game, but when Iowa overcame a 9-0 half-time deficit for a 20-9 win at Wisconsin the next week, the smell of roses, if not the talk of them, began drifting through Iowa City.

Northwestern was next and the Hawkeyes put down a late threat for a 26-20 victory and followed that with a 37-14 triumph at Michigan—the first Iowa win over the Wolverines since 1924.

When Minnesota fell before the Hawks, 28-6, while Purdue and Ohio State tied and Northwestern lost the next Saturday, Iowa was in as conference champion and its second trip to Pasadena in three years was assured.

Ohio State then took a 38-28 decision from the Hawks in a game that saw the two teams gain 889 yards. For the first time all year, Evashevski's prophesy of defensive weakness became startlingly apparent, but it took a late interception by the Buckeyes and a last-minute field goal to send a fighting Iowa team to its first defeat.

The last team on the schedule, Notre Dame, bowed 31-21 and Iowa had capped its most productive three years in football history with 23 wins, 3 losses and 2 ties.

It was not a team of individuals. Although quarterback Randy Duncan made most of the 1958 All-American teams, he is the first to give credit to the other players. A sensational running game kept the defenses tight, enabling Duncan to hit consistently on his passes. The Hawkeyes are the most potent offensive team ever produced by the Big Ten, with a league record of 416.7 yards per game.

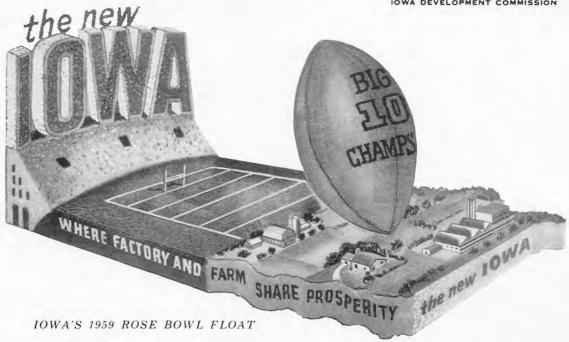
Win, lose or draw, Iowa is as exciting a team as has graced the gridiron in many a year. We Iowans are justly proud of it.

2 Rose Bowl Bids in 3 years ...another example

of the NEW OWN

Iowa football and Iowa industrial development have "turned the corner." The Hawkeyes' record-breaking second appearance in the Rose Bowl within 3 years speaks for itself, as do the facts on Iowa's industrial progress. More than 1050 new industries have located in Iowa since 1945; investment in new plants and equipment has exceeded \$700 million. Expansion in Iowa by existing Iowa industries has been equally impressive. The new Iowa offers friendly living within easy driving distance from employment. No commuting! Get all the facts . . . write for the NEW IOWA Industrial Resources Fact Book.







EVASHEVSKI &

ELEVATION of the University of Iowa to the ranks of the national football powers in the result of the work of Head Coach Forest Evashevski and his assistants.

This has been especially true in 1956, 1957 and 1958 for the Hawkeyes won the Big Ten title in 1956 and 1958 and lost the championship in 1957 by a margin of three minutes and 54 seconds and five points.

In those three seasons, Iowa won 23 games, lost 3 and tied 2; 9-1, 7-1-1 and 7-1-1. One of the victories was the 35-19 win over Oregon State in the Rose Bowl, Jan. 1, 1957.

Iowa's record vs. Big Ten opponents in those seasons is 14-3-1. Defeats were by Ohio State in 1957 and 1958, Michigan in 1956, and the tie was by Michigan in 1957.

Hawkeye teams under Evy's coaching now have a record of 38-22-4 and against Big Ten opponents the mark is 25-17-2 since he developed his first Iowa team in 1952, seven seasons ago.

The 1956 and 1958 teams are two of his surprise packages. Two years ago, Iowa was ranked no better seventh in the pre-season Big Ten forecasts but the team took the title with 5-1 and had a season's mark of 9-1.

If defense won the honors for Iowa in 1956, offense was responsible in 1958. The Hawkeyes led the nation in total offense and set a conference record for average yards per game, 416.7. Coach Evy made the most of Randy Duncan's superb passing, some fine receivers and more halfback speed than Iowa ever possessed in the past.

In ten years as head coach (Hamilton College, Washington State and Iowa), Evy's teams have a mark of 54-30-6 for .633. He was at Hamilton in 1941, at Washington State in 1950 and 1951 and, of course, since 1952 at Iowa. He holds a contract to coach the Hawkeyes through 1963.

Evy came to Iowa in 1952 and in December, 1953,



was given a new ten-year contract. He killed rumors that he might leave when he announced in December, 1957, that he "hoped to continue coaching at least for the duration of my contract." (1963).

Evy entered the coaching ranks in 1941 at Hamilton College of New York where his team won five of seven games. Then he went to Pittsburgh as backfield coach in 1942 and later entered the Navy and was sent to Iowa City with the Pre-flight School. He served three years as a Navy lieutenant.

three years as a Navy lieutenant.

After serving with "Biggie" Munn for one year at Syracuse and three at Michigan State, Evy took over as head coach at Washington State. He brought the Cougars up from last in the Pacific Coast conference in 1949 to sixth in 1950 and fifth in 1951. He was named Iowa head coach Jan. 6, 1952.

Four seasons of major football as a player are in his background. As a quarterback on the Michigan teams of 1938, 1939 and 1940, he was the devastating blocker who helped to make his friend, Tom Harmon, an all-American halfback. Then in 1942 he was quarter-

IOWA STAFF

back of the Iowa Navy Pre-flight School team at Iowa City.

Evy is remembered at Michigan for his great blocking and his all-around leadership. He captained the Wolverines in 1940 when Evashevski blocking and Harmon running became one of the most famous backfield combinations in college football. Evy also was

regular catcher on the baseball team.

Coach Evashevski, 41 years old in February, 1959, is respected as one of the smartest and trickiest coaches in the business. Opponents never know what Evy's teams will spring. He is a master of the unexpected. In 1955, Iowa used a multiple offense; in 1956 the entire offense was changed to fit the material, especially the talents of Quarterback Ken Ploen, the balanced line was used by Evy for the first time and the attack rolled for impressive yardage. The 1957 and 1958 attack featured mainly the winged "T", with a balanced line and single wing blocking.

Defenses are ingenious and flexible, a fact which often baffles opposing coaches. Iowa takes pride in forcing the opponent to do the thing he least wants to do—and the Hawkeyes know how to put on the pressure.

A great blocker himself, Evy stresses that art—and there never was a better example of it in Iowa football than in 1956. Sound execution of fundamentals is a "must" for Iowa players. Condition must be tops and

desire to play is paramount.

Among the fine players developed during Evy's regime are Calvin Jones, all-American guard in 1954 and 1955; Jerry Hilgenberg; all-Amercian center in 1953; Eddie Vincent, halfback; Jerry Reichow, quarterback; Don Chelf, tackle; Alex Karras, all-American tackle, 1956 and 1957; Frank Gilliam, end; Jim Gibbons, all-Amercian end, 1957; Kenny Ploen, quarterback, 1957; Curtis Merz, end, and Randy Duncan, quarterback, all-Americans, 1958.

Evy is the sort of person who means business, a hard worker who expects his associates and players to follow suit—which they do. He has a sense of humor, robust or subtle to suit the occasion. And he is frank and plain-spoken, extremely honest and realistic. Challenges intrigue him and he thrives on hard work. He always gives great credit to his assistant coaches.

In appearance, the Iowa coach is rugged and impressive, standing 6-1 and weighing about 210 pounds. He is a good speaker with a clever mixture of seriousness and humor and he enjoys meeting people.

The Iowa coach was born in Detroit, Mich., Feb. 19, 1918. He attended Northwestern high school in Detroit where he played for part of one season until receiving a head injury. He is of Polish ancestry.

Evy and his wife, Ruth (the former Ruth Brown, daughter of former U.S. Senator Prentiss Brown of Michigan), have six children: Forest, Jr., James, Marion, John, Tom and William, ranging in age from under two years to 16.



ROBERT L. FLORA
Assistant Coach



HENRY PIRO Assistant Coach



Archie Kodros
Assistant Coach



WILLIAM HAPPEL Freshman Coach



JERRY BURNS Assistant Coach



JERRY HILGENBERG Assistant Coach

IOWA HAWKEYES



No. 33-Fullback

JOHN BROWN No. 43-Fullback

JOHN BURROUGHS No. 72-Tackle

DICK CLARK No. 63-Guard

HUGH DRAKE No. 66-Guard











RANDY DUNCAN No. 25—Quarterback



ALBERT DUNN No. 61—Guard

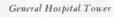


RALPH DYESS No. 76—Tackle



ROGER EWEN No. 42—Halfback







WILLIE FLEMING No. 15—Halfback





DICK GAJDA No. 26—Halfback



BILL GRAVEL No. 14—Halfback



GARY GROUWINKEL No. 60—Guard



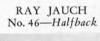
BOB HAIN No. 70—Tackle

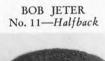


LEOYD HUMPHREYS No. 51—Center



Iowa Stadium





PAUL KARRAS No. 92—Tackle











GEORGE HARRELL No. 93—Tackle



DON HORN No. 30—Fullback



CHARLES LEE No. 79—Tackle



Physics Building

JEFF LANGSTON No. 83—End

BILL LAPHAM No. 52—Center



PAUL LEES No. 87—End



JOHN LESHYN No. 90—Center







MAC LEWIS No. 55—Tackle

MIKE LEWIS No. 27—Quarterback

FRED LONG No. 34-Fullback

MARK MANDERS No. 69-Guard

ALLEN MILLER No. 88-End







Schaeffer Hall

BOB MOERKE No. 74—Tackle

EUGENE MOSLEY No. 32—Fullback

DON NORTON No. 89-End

TOM MOORE No. 35—Quarterback









JERRY MAUREN No. 16—Halfback



JOHN McMEEKINS No. 41-Halfback



CURT MERZ No. 82-End



ERNEST MIELKE No. 96-Guard



GERRY NOVACK No. 65-Guard



MITCHELL OGIEGO No. 23—Quarterback



BOB PRESCOTT No. 86-End



BILL RINGER



JOHN SAWIN No. 78—Tackle



BILL SCOTT No. 71—Tackle



DON SHIPANIK No. 68—Guard



AL SONNENBERG No. 64—Guard



JIM SPAAN No. 17—End



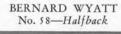
OLEN TREADWAY No. 22—Quarterback



DON TUCKER No. 44—Halfback







DON ZINN No. 56—Center











Paul W. Brechler Director of Athletics



ROLLAND F. WILLIAMS
Assistant Director of Athletics



ROBERT F. RAY
Big Ten
Faculty Representative



FRANCIS I. GRAHAM Business Manager of Athletics



Doyle R. Allsup Trainer



LYNN WELCHER Equipment Manager



ROBERT STEELE Senior Student Manager



Dr. W. D. PAUL Team Physician



ERIC C. WILSON Publicity Director



BUD SUTER Athletic Relations



EDWARD O'BRIEN
Assistant Equipment Manager



ARNO BUNTROCK Assistant Trainer

ATHLETIC DEPARTMENT

BRINGING



THE WORLD'S

MOST BEAUTIFULLY

PROPORTIONED CARS

the 59 FORDS

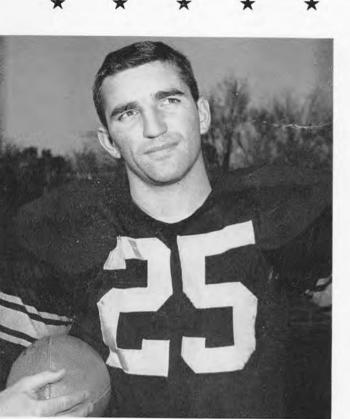
IOWA ROSTER



No.	Name	Pos.	Age	Wt.	Ht.	Class	Home Town
43	Brown, John	F			5.11		Kansas City, Mo.
72*	*Burroughs, John				6.4		Washington, D.C.
63	Clark, Dick					Junior	Maquoketa, Ia.
80	Clauson, Dick				6.3	Junior	Strawberry Point, la.
	*Drake, Hugh						Shenandoah, la.
	*Duncan, Randy				6.0		Des Moines, la.
61	Dunn, Albert	G	20	192	5.10		Lancaster, Calif.
42	Ewen, Roger						Milford
15	Fleming, Willie						Detroit, Mich.
	*Furlong, Kevin	н	21	166	5.10	Senior	Detroit, Mich.
26	Gajda, Dick	н	20	175			Chicago, III.
	*Gravel, Bill				5.9		Hobart, Ind.
	*Grouwinkel, Gary						Wapello, la.
70	Hain, Bob	T	20	224			Davenport, la.
93	Harrell, George						Beloit, Wisc.
	*Horn, Don						Detroit, Mich.
51	Humphreys, Lloyd	c	20	206	6.1		Chicago, Ill.
	*Jauch, Ray	<u> </u>	20	170	5 1 1	lunior	Mendota, III.
11	* Jeter, Bob	u	21	192	6.1		Weirton, W. Va.
92	Karras, Paul	7	21	210	6.1	Sonier	Gary, Ind.
83	*Langston, Jeff	E	21	175	6.2	Junior	lowa City, La.
52	*Lapham, Bill	· · · · · · · · · · · · · · · · · · ·	2/	225	6.2	Junior	Des Moines, la.
79	Lee, Charles	7	10	233	6.3	Junior	Fair Oaks, Calif.
87							Panga, Ill.
90	Leshyn, John		20	190	6.11	Sonior	Chicago, Ill.
	*Lewis, Mac	· · · · · · · · · · · · · · · · · · ·	21	205	4.4	Senior	Chicago, III.
27	Lewis, Mike						Chicago, III.
34	Long, Fred					Junion	Willoughby, O.
11 Page 25 1	Manders, Mark		20	102		Sonh	Des Moines, Ia.
69	Mauren, Jerry		10	140	5.0	Soph	Wyandotte, Mich.
	McMeekins, John	П	20	172	5.11		Highland Park, Mich.
41	McMeekins, John	- n	20	210	6.4		
82	*Merz, Curt Mielke, Ernest	E	20	217	6.4		Springfield, N.J.
96	Miller, Allan		10	211	0.1	Senior	Chicago, III.
88	Miller, Allan		19	205	6.2	Sopn	Flint, Mich.
74	Moerke, Bob		19	225	6.2		Burlington
35	Moore, Tom	- Q	19	191	6.0	Sopn	Rochester, Minn.
32	Mosley, Eugene		21	101	6.0	Sobu-	East St. Louis, Ill.
33"	*Nocera, John (c)	- F	24	212	6.1		Youngstown, O.
	*Norton, Don	E	20	1/3	6.1	Junior	Anamosa, la.
65	Novack, Gerry	- G	23	192	6.0	Junior	Lorain, O.
23	Ogiego, Mitchell	Q	23	1/9	6.2		Gary, Ind.
	*Prescott, Bob	- E	21	199	6.0		Sioux City, Ia.
85	Ringer, Bill	G	20	100			Flint, Mich.
78	Sawin, John		21	211	6.1		Chicago, III.
71	Scott, Bill		21	231	6.9		lowa City, la.
68	Shipanik, Don		20	107	6.1		Chicago, III.
64	Sonnenberg, Al		21	100	5.11	Junior	
17	Spaan, Jim		20	189		Senior	
22	*Treadway, Olen	Q	21	1/0	5.10		Muskogee, Oka
53	Turner, Steve		21	192	6.0	Senior	Waterloo, la
54	Vargo, Jesse		19	195	0.0	Soph	Lorain, Ohio
58	Wyaff, Bernard	Н	19	100	5.10	oph	Amityville, N.Y.

^{*}Denotes letters won.

ALL-AMERICAN QUARTERBACKS



IOWA'S RANDY DUNCAN

Duncan, a 21-year-old Senior from Des Moines, made virtually every major All-American team in 1958...Randy is considered the greatest passer in Hawkeye history. He holds every Iowa passing record, excepting number of attempts. In 1958, Duncan completed 101 aerials in 172 attempts for a brilliant 58.6 per cent completion average. Duncan's passes accounted for 1,347 yards and 11 touchdowns. The 6', 180-pound quarterback netted 1,406 yards in total offense, averaging 6.79 yards per play. Randy is not an outstanding runner, but he runs the option well, and he is a fine ballhandler and an intelligent field strategist.



CALIFORNIA'S JOE KAPP

Kapp, 22-year-old Senior, earned first team All-American selection on the Look Football Writers' team and the Time magazine eleven. Joe made second unit ratings on most other All-Amercian teams. Big and strong, Kapp does everything well. The greatest running quarterback in PCC history, Kapp gained 582 yards rushing this season, more than any other PCC quarterback in history. Kapp completed 56 passes in 97 attempts for 649 yards and netted 1,231 yards total offense. Joe's three-year record of 2,827 yards total offense ranks him second in University football history. Kapp is also an outstanding defensive player, a fine punter and a tough blocker.



SEE PAGE 30 FOR PENALTIES

They said it couldn't be done-BUT HERE IT IS!



IOWA

DDOD	ADIE	CTA	DTINIC	LINELIP
PRUK	AKIF	> 1 A	KIIIVI	I IIVIEI IP

	I KODADEL STAKTING EIN	201
No.	Name	Position
82	CURT MERZ	. LE
72	JOHN BURROUGHS	. LT
60	GARY GROUWINKEL	. LG
52	BILL LAPHAM	. С
66	HUGH DRAKE	. RG
55	MAC LEWIS	. RT
89	DON NORTON	. RE
25	RANDY DUNCAN .	. Ф
47	KEVIN FURLONG .	. LH
46	RAY JAUCH	. RH
30	DON HORN	. F

THE SQUAD

1	Jefer, Fi	42	prown, r
4	Gravel, H	46	Jauch, H
5	Fleming, H	47	Furlong, H
6	Mauren, H	51	Humphreys, C
7	Spaan F	52	Lanham C

22	Treadway, Q	53	Turner, C
23	Ogiego, Q	55	Mac Lew
25	Duncan, Q	60	Grouwin
26	Gaida H	61	Dunn G

50	1 TOTTIL I					
32	Mosley, I	=				
22	Nocora	ER				

22

34	Long, F	
25	11 0	

41	McMeekins, H

46	Jauch, H
47	Furlong, H
51	Humphreys, C
52	Lapham, C
53	Turner, C
55	Mac Lewis T

kel, G 63 Clark, G

Sonnenberg, G 65 Novack, G Drake, G

Shipanik, G 68 Moore, Q Manders, G

Jack Sprenger Field Judge . . Back Judge . . Harry Edelson Charles Wertz

Hain, T

Scott, T Burroughs, T

Sawin, T Lee, T

Clauson, E

Langston, E

Ringer, G

Prescott, E

Miller, E

Norton, E

Leshyn, C

Mielke, G

Merz, E

70 71

78

80

82

83

85

88



CALIFORNIA

PROBABLE STARTING LINEUP
No. Name Position
68 JERRY LUNDGREN LE
72 PAT NEWELL LT
60 PETE DOMOTO LG
65 TERRY JONES C
61 DON PIESTRUP RG
70 FRANK SALLY RT
83 SKIP HUBER RE
22 JOE KAPP
15 GROVER GARVIN LH
43 JACK HART RH
32 BILL PATTON F

Crow, H Yerman, F Burress, H

Guidice, H 13 Olquin, H 15 Garvin, H 20 Gianulias, Q

10

11

21 Meade, Q Kapp, Q

23 Parque, Q Ferguson, H

Burns, Q Arnold, F

McLaughlin, E 31 Patton, F

Perrin, F S. Bates, H

SCORE BY QUARTERS

THE SQUAD

Hart, H 43 George, E

Prado, H 45 50 Segale, C

Gonzales, C 53 Doretti, C

Bogue, C Weigand, C

57 Bertero, C 60 Domoto, G Piestrup, G 61

Johnson, G 62 63 Lasher, G Jones, C-G 65

Dinkler, T 66 Green, G Lundgren, E

Byrd, G Sally, T Thomas, T

72 Newell, T

73 Furuta, T Snow, G

75 Streshly, T Michael, T 76 81

Cooper, E 83 Huber, E

Fraser, E T. Bates, E 85 B. Duey, E 86

87 Balaam, E 89 Cloutier, E

Holston, E

1st Quar. 2nd Quar. 3rd Quar. 4th Quar. FINAL IOWA CALIFORNIA



PENALTIES

- OFFSIDE by either team; Violation of scrimmage or free kick formation; Encroachment of neutral zone—Loss of Five Yards.
- 2. ILLEGAL PROCEDURE, POSITION OR SUB-STITUTION—Putting ball in play before Referee signals "Ready-for-play"; Failure to complete substitution before play starts; Player out of bounds when scrimmage begins; Failure to maintain proper alignment of offensive team when ball is snapped; False or simulating start of a play; Taking more than two steps after Fair Catch is made; Player on line receiving snap—Loss of Five Yards.
- ILLEGAL MOTION—Offensive player illegally in motion when ball is snapped—Loss of Five Yards.
- ILLEGAL SHIFT—Failure to stop one full second following shift—Loss of Fifteen Yards.
- ILLEGAL RETURN of substitute not previously disqualified—Loss of Fifteen Yards.
- 6. ILLEGAL DELAY OF GAME: Taking more than four times out during either half (except for replacement of injured player)— Loss of Five Yards, Team not ready to play at start of either half—Loss of Fifteen Yards.
- 7. PERSONAL FOUL—Tackling or blocking defensive player who has made fair catch; Piling on; Hurdling; Grasping face mask of opponent; Tackling player out of bounds, or running into player obviously out of play; Striking an opponent with fist, forearm, elbow or locked hands; Kicking or kneeing—Loss of Fifteen Yards. (Flagrant offenders will be disqualified.)
- 8. CLIPPING-Loss of Fifteen Yards.
- ROUGHING THE KICKER or holder—Loss of Fifteen Yards.

- 10. UNSPORTSMANLIKE CONDUCT—Violation of rules during intermission; Illegal return of suspended player; Coaching from sidelines; Invalid signal for Fair Catch; Persons illegally on field—Loss of Fifteen Yards. (Flagrant offenders will be disqualified.)
- II. ILLEGAL USE OF HANDS AND ARMS by offensive or defensive player: Defensive holding—Loss of Fifteen Yards.
- 12. INTENTIONAL GROUNDING of forward pass—Loss of Five Yards Plus Loss of Down.
- 13. ILLEGALLY PASSING OR HANDING BALL FORWARD—Loss of Five Yards Plus Loss of Down.
- 14. FORWARD PASS OR KICK CATCHING INTERFERENCE—Interference with opportunity of player of receiving team to catch a kick—Loss of Fifteen Yards. Interference by members of offensive team with defensive player making pass interception— Loss of Fifteen Yards Plus Loss of Down. Interference by defensive team on forward pass—Passing Team's Ball at Spot of Foul and First Down.
- 15. INELIGIBLE RECEIVER DOWNFIELD ON PASS—Loss of Fifteen Yards.
- 16. BALL ILLEGALLY TOUCHED, KICKED OR BATTED—Forward pass being touched by ineligible receiver beyond the line of scrimmage—Loss of Fifteen Yards from Spot of Preceding Down and Loss of a Down. Eligible pass receiver who goes out of bounds and later touches a forward pass—Loss of Down. Illegal touching of kicked ball within opponent's ten yard line—Touchback.
- 17. PENALTY DECLINED: Incomplete forward pass; No play or no score.
- CRAWLING by runner—Loss of Five Yards.
 Interlocked interference Loss of Fifteen Yards.

SEE PAGE 27 FOR OFFICIALS' SIGNALS

Coca-Cola Bottling Company of Los Angeles

LOS ANGELES, CALIFORNIA



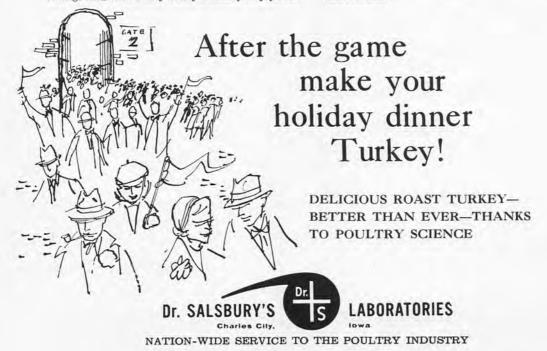
TURKEY...the center of any holiday attraction!

Yes, a delicious turkey dinner is the highlight of festive occasion, but... because of modern scientific growing methods, more people are bringing more holiday goodness to everyday meals.

Modern turkeys are grown better to taste better. They come from the finest breeding stock, are scientifically cared for all the way from baby "poult" to market—by growers who put science to work in their flocks. All of which means better eating. And that's why today's family enjoys de-

licious turkey many times a year, not just on holidays.

EASIER TO BUY, TOO. Thanks to modern marketing methods, turkey is now available almost anywhere. It is packaged in a quality-protecting transparent wrapper and kept ice-cold to protect its natural flavor. The turkeys you buy are plumper and meatier. There's less waste to them. And you can get large birds, small ones or even halves—at prices to fit your budget. Why not eat turkey more often?

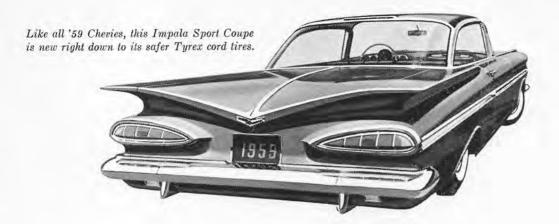




CALIFORNIA ROSTER

No. Name	•	Pos.	Age	Wt.	Ht.	Class	Exp.	Home Town
30 Arno	old, Walt	F	. 19	205	6.1	Soph	Frosh	
	am, John					Soph		Sacramento
40 Bate	s, Steve	н	20	170	5.10		1-IC	Orland
85 Bate	s, Tom	E	20	200		Soph	Frosh	LaHabra
	ero, Dick							Alameda
55 Bogs	ue, Jerry	C	19	188	6.1			Menlo Park
25 Burn	ıs, Ed	Q	21	180	5.10	Junior	1-JV	San Francisco
11 Burr	ess, Jim	Н	19	175	5.11			Alameda
69 Byre	d, Emerson	G	22	190	6.0			Petaluma
	tier, Tom				6.3			Daly City
	per, Bill			175		Senior	2-JV	Hawthorne
	w, Wayne				6.0			Corcoran
	ler, Ted			190	6.0			Anaheim
	oto, Pete			198		Junior	1-V	Berkeley
53 *Dore	etti, Frank	c	21	212	6.2	lunior	1-V	Anaheim
86 Due	y, Bob	F	10	190		Sonh	Frosh	San Leandro
	uson, Jim			160				
84 Fras	er, Tom		19					Altadena
	ta, Doug							Hughson
								Los Angeles
	vin, Grover					Junior		San Rafael
	rge, Dave					Soph	Frosh	Mill Valley
	rulias, Gus					Senior	2-V	Sacramento
	zales, Bob					Senior		Selma
67 *Gree	en, Jim	T	20	215	6.1	Junior_	1-V	Modesto
	lice, Hank							Los Angeles
	, Jack						2-V	Garden Grove
	ton, Charlie							Compton
	er, Skip					Soph _	Frosh	Piedmont
	son, Charlie				6.2	Senior	1-V	
65 *Jone	es, Terry	C-G	19	200	5.11	Junior	_1-V	Oakland
22**Kap	p, Joe	Q	20	205	6.2			Newhall
	er, Roland							Madera
	gren, Jerry						- Frosh	Hayward
	de, Ken						Trosii	naywara
	ughlin, Tim						1-14	Sausalito
	ael, John		21	1/5	6.2	Sopn	Frosh	Richmond
								Riverside
	ell, Pat					Junior	1-V	Los Angeles
14 *Olgu	in, Hank	Н	22	165	5.10	Senior	2-V	San Jose
23 Para	ue, Larry	Q	19	195	6.0	Soph	Frosh	Bell Gardens
32 Patt	on, Bill	F	20	192	6.1	Soph		Fort Bragg
33 Perr	in, Tony	F	20	180	6.0	Senior	_1-V	Lodi
	trup, Don			180	6.0	Junior	1-V	Selma
45 Prad	lo, Mike	Н	19	162	5.7	Soph	Frosh	Alameda
70 *Sally	, Frank	T	20	215	6.2			Castro Valley
	ile, Andy							Lodi
74 Snov		G			6.2			Santa Monica
75 Stres	shly, Bill			225	6.2	Soph		
	nas, Greg			228	6.2		1-JV	
	gand, Denis			200	6.0			
								San Francisco
- i rern	nan, Jack		19	180	5.11	Junior_	1-7	Woodland

^{*}Denotes letters won.



FRESH, FINE AND FASHIONABLE!

Chevy's Slimline design says new in a way all its own. And beneath the beauty there's new engineering that goes down deep. Here's all the car anyone could ask for! From the clean thrust of its grille to the jaunty flare of its rear deck, this '59 Chevrolet is shaped to the new American taste. And you'll find its beauty has a practical slant too—with more seating room, new areas of visibility and a longer lasting Magic-Mirror acrylic finish.

Chevy's new engineering goes even deeper. Bigger brakes, improved suspensions, a new super-saving Hi-Thrift 6. Your Chevrolet dealer's waiting now with the car that's definitely new . . . decidedly different. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

'59 CHEVROLET



What America wants, America gets in a Chevy!



UNIVERSITY OF California





BERKELEY

THE UNIVERSITY OF CALIFORNIA has been described as one of the wonders of the educational world. Founded in 1868, the University has gained a position among the world's great centers of learning in a relatively short span of life.

One of the largest universities in the world, California also is rated as one of the best. Educational authorities regard the University as one of the four most distinguished universities in the United States in the quality of faculty, and of facilities for instruction and research. California has the second largest number of faculty members who are Nobel Prize winners, the second largest membership in the National Academy of Sciences, the largest number of faculty members who have won Guggenheim Fellowships and the third best American library in quality of collections.

The Berkeley campus, the oldest and most distinguished of the eight campuses in the state-wide system, covers more than 900 acres in the foothills of the east side of San Francisco Bay, directly opposite the Golden Gate. In addition to courses normally found in the letters and science curriculum, the Berkeley campus provides colleges or schools covering agriculture, architecture, business administration, chemistry, criminology, education, engineering, forestry, law, librarianship, medicine, nursing, optometry, pharmacy, public

health and social welfare. The enrollment of more than 19,000 students includes residents of practically every state in the Union and many foreign countries.

The faculty of the Berkeley campus was ranked first in eminence among all American educational institutions in a survey conducted by the Chicago Tribune in 1957. Scholars rated 24 of 28 Berkeley departments as distinguished. The Tribune survey also reported: "California's schools of law and engineering are ranked among the top 10 in the country, its college of agriculture is one of the best and its medical school is the equal of any at a state university. California's undergraduate program is rated by impartial scholars as superior to that of any state university and the equal of instruction in the better private institutions, large and small."

The University was chartered on March 23, 1868, when Governor H. H. Haight signed a legislative act creating the University. The new institution began instruction in September, 1869, at the College of Cali-



Sather Gate

fornia in downtown Oakland, with 40 students and 10 professors. Instruction was moved to the Berkeley campus in 1873.

During the course of years, other campuses have been added, although Berkeley remains the parent institution. In San Francisco is the Medical Center, originally a private medical school, given to the University by Dr. H. H. Toland in 1873. On Mount Hamilton, near San Jose, is the Lick Observatory, presented as a gift from the estate of James A. Lick in 1888. In 1905, the Regents of the University and the State Legislature established a "University Farm School" at Davis, expanded in 1951 to include a four-year College of Letters and Science. At Riverside, facilities originally established as a Citrus Experiment Station in 1905 also have been expanded to offer instruction in a four-year program in liberal arts. La Jolla is the home of the famous Scripps Institution of Oceanography, which became a part of the University in 1912. The Los Angeles campus, second largest in the University system, joined the University in 1919. Santa Barbara, the latest addition, became the eighth campus in 1944.

The University has achieved its size, and its distinction, in less than one hundred years, a remarkably short time in the life span of a university. Several factors have contributed to this growth: the generous financial support by the State Legislature and the people of California; an outstanding faculty; wise administration of funds and resources; a rapidly growing population; and loyal alumni.



Stephens Union



Eshleman Hall and South Hall



BERNARD A. HAMMERBECK PCC Acting Commissioner



PROFESSOR RIXFORD K. SNYDER Stanford University, PCC President



THE PACIFIC COAST Intercollegiate Athletic Conference was founded in December, 1915, by representatives of the University of California, the University of Oregon, Oregon State College and the University of Washington. The three latter schools had been members of the old Northwest Conference while California had just resumed competition in American football after a ten-year period of playing rugby.

Stanford University and Washington State College were added to the membership the following year and the University of Idaho and the University of Southern California in 1922. Montana State University joined

CONFERENCE

in 1922 (resigning in 1950 to enter the Mountain States Conference) and the University of California at Los Angeles in 1927, completing the membership.

The office of Commissioner was established in 1940 with the appointment of Edwin Atherton. He died in 1944 and was succeeded by Victor O. Schmidt, who served for 14 years, resigning from office effective June 30, 1958. Currently serving as Acting Commissioner is Bernard A. Hammerbeck. The Commissioner's responsibilities include the enforcement and interpretation of the Conference Athletic Code, the conduct of Conference buisness between semiannual meetings and the appointment of football and basketball officials for Conference games.



"You mean we need a KitchenAid dishwasher just for me to relax?"

No, let's just say that it helps. You'll find your relaxation a lot easier to come by when the *atmosphere itself* is relaxing. When your wife is free to take part in things, or to lend a hand with the small fry.

KitchenAid!

Then think of the times when you entertain, how important it is that things go smoothly. Comes that awkward question, "Won't you let me

help with the dishes?" and your wife has the gracious reply...

"KitchenAid!"

In truth, owning a KitchenAid is good business, for both of you. As a man, of course, you'll be quicker to spot the differences between this—the finest made—and other automatic dishwashers. The far more solid look and feel of it. The words "By Hobart," meaning first in the field. The powerful revolving wash and rinse system, separate hot air blower-

dryer-both Hobart exclusives.

Your wife will like KitchenAid's standard cabinet width. Best of all, she'll find just the model to go with your kitchen—as neatly as it goes with your way of life.

P.S. May we offer a gift suggestion? The food preparer or the electric coffee mill—they're KitchenAid, too!

For more information, write The Hobart Manufacturing Company, Dept. RB, Troy, Ohio. In Canada, write 175 George St., Toronto 2.

..time for Living ...time for a KitchenAid

The Finest Made...by 3/ocart

PRESIDENT AND CHANCELLOR







Clark Kerr, a 47-year-old Pennsylvanian, is President of the University of California. Kerr is serving his first year as President of the eight campuses of the University.

President Kerr earned his Ph.D. in Economics on the Berkeley campus in 1939 after study at Swarthmore College (A.B., 1932) and Stanford (M.A., 1933). He taught Economics at Stanford (1939-40) and the University of Washington (1940-45) before returning to Berkeley as an Associate Professor of Industrial Relations in 1945. Kerr was Director of the Institute of Industrial Relations from 1945 to 1952 and served as Professor of Industrial Relations and Business Administration. He was appointed Chancellor of the Berkeley campus in 1952.

In addition to his outstanding academic and administrative record, President Kerr has had a distinguished career of service in government, labor-management relations and arbitration. Kerr's numerous posts have included assignments with the Atomic Energy Commission, the Wage Stabilization Board, the War Labor Board and the Office of Price Administration.

×

Glenn Seaborg, Nobel laureate, nuclear chemist, author and scholar, is Chancellor of the Berkeley campus. Seaborg received all of his education at the University of California. He earned his A.B. degree on the Los Angeles campus in 1934 and his Ph.D. in chemistry at Berkeley in 1937. He is the only University alumnus who has been named "Alumnus of the Year" by the Alumni Associations of both the Los Angeles and Berkeley campuses.

Seaborg joined the Berkeley faculty in 1937 as a laboratory assistant. In 1939, he became an instructor and two years later he was promoted to Assistant Professor. Between 1942 and 1946, while on leave of absence from the University, Seaborg served as director of plutonium research for the Manhattan Project at the University of Chicago Metallurgical Laboratory. Seaborg was promoted to Full Professor in 1945. In 1946, he returned to the Chemistry Department at Berkeley where he assumed responsibility for the direction of nuclear chemical research at the Radiation Laboratory.

Chancellor Seaborg is noted for his research on the transuranium elements, for which he and Professor Edwin M. McMillan received the Nobel Prize in Chemistry in 1951. Since 1940, nine elements have been discovered and Seaborg has shared in the discovery of all of them.



By RAY HAYWOOD Sports Columnist, Oakland Tribune



RAY HAYWOOD

A man's sports writing license would have been revoked without a hearing if he had predicted in mid-September the University of California would be in the Rose Bowl today. The fact we still have our permit indicates how we felt.

The only ones who seem unsurprised by the honor are those most directly concerned — those who are members of the California Varsity. To hear the boys tell it, they never doubted for a moment they would win the invitation. In fact, to hear them tell it, they don't doubt for a moment they will win today's game.

Frankly, everything about this team indicated it was the squad least likely to succeed. It had struggled through a dismal 1-9 season in 1957, and looked even weaker this season.

The experts, playing the season on paper with charts and diagrams, proved California couldn't beat anyone . . . too light — the 196-pound line gave away 23 pounds a man to Stanford — and totally lacking in speed or outstanding stars.

California made the experts look expert by losing its first two nonconference games. But the third game, an easy upset of Washington State, proved the Bears hadn't been reading their unkind press clippings. It also provided an incident which demonstrated the squad spirit.

The day after the Washington State game, Hank Olguin, a 165-pound senior halfback, bustled into Coach Pete Elliott's office and said: "Coach, if it won't interfere with OUR Rose Bowl practice, I'd like to get married during the Christmas holidays."

"We had been working on the boys to think positively," Elliott later confessed, "but with seven games remaining, I felt at the moment Olguin was carrying optimism a little too far."

The fact the team which couldn't win on paper and did so on the field has been a tribute to assets which, so far, have overcome lack of size and speed. Most important is that intangible thing known as esprit de corps, and all-for-one, one-for-all attitude which from stars to substitutes finds all eager to share blame, or responsibility, all of which makes for gangtackling and crisp blocking.

Elliott, who with his staff has done a remarkable job of conditioning, physically and mentally, says: "This is the finest squad I've ever been associated with—no problem kids, no shirkers, just boys who work hard during the week so they can play hard on Saturday.

Most of the teams which met California this year had superior physical equipment, but few, if any, had equal physical condition, which is why most lost.

Frankly, perhaps California is making the Pasadena trip a year too soon for its own good. It will be forced to great extent to rely on Sophomores and Juniors, anchored by quarterback Joe Kapp, and Halfback Jack Hart, two hard-nosed Seniors who would play some place on any ball club.

The fact California is in the Pasadena rose garden a year ahead of even the most optimistic estimated time of arrival is a tribute to Elliott's determination.

Pete inherited a large but slow squad which knew only a single-wing version of the T-formation when he arrived at California last season. If he had been content to play that kind of football his first year undoubtedly would have been better than 1-9.

But, Elliott refused to compromise, instead took his beatings and criticism—and some of it was scathing—while teaching his Split-T and finding the boys willing to play the game the way he wanted it played. He taught and sought well, indeed.

When this season began, Elliott refused to make any predictions, saying only his boys had learned their lessons well enough to provide bright and entertaining Split-T football. He proved to be a prophet. Californians, accustomed to losing teams, were vastly entertained as their team compiled its 7-3 record.

Although the immediate past has been pleasant, many West Coast observers have composed horror stories about what will happen today, pointing out the Bears, as usual, will be giving away weight and speed again—too much of both.

But those who have been close to the team which couldn't beat anybody on paper, are more confident. They know California won't be humiliated. In fact, some of the most optimistic predict one of the greatest upset victories in Rose Bowl history.





PETE ELLIOTT &

OACH PETE ELLIOTT and his capable staff of assistant coaches accomplished one of the outstanding coaching jobs of the 1958 season when they led California's Bears to the Pacific Coast Conference championship. The coaches developed a well-knit, spirited and confident team which overcame many obstacles to earn the trip to Pasadena.

The 1958 success of the California team reflects the positive approach of the Elliott staff. When Pete arrived in Berkeley two years ago he said, "The most important thing for all teams and all coaching is to get better continually, and that's what we're after. We want to continue to get better on a day by day basis, on a game by game basis and on a year to year basis." That philosophy paid off for the Bears in 1958.

The 33-year-old Elliott, youngest head coach in California football history, has all the qualifications for a successful college football coach. He is respected by his players, his fellow coaches and the press. A competent teacher, Pete attacks any job, however small, with vigor and enthusiasm.

Pete recorded a brilliant athletic and academic career as an undergraduate at the University of Michigan where he became the only man to win 12 letters in the school's athletic history. He won Varsity letters in football, basketball and golf from 1945 to 1948. Like Iowa coach Forrest Evashevski, Elliott was a blocking back at Michigan where he played on the Wolverines' 1947 Rose Bowl team. Pete was a regular guard on

Michigan's 1948 Big Ten basketball champions, and he defeated former U.S. Amateur golf champion Harvey Ward in the 1948 NCAA golf tournament.

Elliott was a star off the field, too. He graduated from Michigan in 1949 with honors in his history major, barely missing selection to Phi Beta Kappa.

Elliott's first coaching assignment came shortly after graduation from Michigan when he was named end coach at Oregon State College. After two years at OSC, Pete joined the staff of Bud Wilkinson at Oklahoma. Pete served as an assistant coach at Oklahoma until the completion of the 1955 season when he was named head coach at the University of Nebraska.

Line Coach Dee Andros, an outstanding student of the game, played his collegiate football at the University of Oklahoma. Dee lettered at guard for three years and was an All-Big Seven selection and an All-America nominee in 1949. The 33-year-old coach graduated from Oklahoma in 1950 with a degree in Education. He received a Master's degree in City School Administration in 1952. Andros' coaching career started in 1950 when he was Oklahoma's frosh coach. He served as an assistant coach at Oklahoma (1951-52), Kansas (1953), Texas Tech (1954-55) and Nebraska (1956). In World War II, Andros saw Marine combat at Iwo Jima and received the Bronze star.

Gene Stauber, Defensive Backfield Coach, has had 11 years' experience in the coaching profession. An excellent tactician and scout, Stauber started his coaching career at his alma mater, the University of Toledo, in 1947. Stauber's coaching assignments have included positions at Michigan (1951), Stetson (1952), Delaware (1952-53), Idaho (1954-55) and Nebraska (1956). Gene moved with Elliott to California in 1957. Stauber played football at Toledo in 1942 and 1943 before joining the Army for World War II duty. He returned to Toledo in 1946 and was a starting fullback.

Buck McPhail, an All-American fullback at Oklahoma in 1952, is the Bears' Offensive Backfield Coach. Buck was an Oklahoma starter in 1950, 1951 and 1952 when Elliott was an Oklahoma assistant coach. Mc-Phail set a NCAA record in 1951 when he averaged 8.56 yards per carry while carrying the ball 102 times. In 1952, McPhail gained 1,028 yards rushing. After graduation from Oklahoma, he played with the Baltimore Colts in 1952. Buck served two years as a second lieutenant in the Army, and in 1954 he was named the most valuable player in service football. He served one year at Oklahoma before coming to California.

Bill Taylor, a 26-year-old Nebraskan, coached the California Freshman team to a successful season in 1958. Bill also served on the Varsity staff before and after the abbreviated frosh season. Taylor played guard

BEAR STAFF

for the University of Nebraska in 1953, 1954 and 1955. He was a second team Big Seven selection in 1955 and was voted the Most Valuable Player for the Cornhuskers the same year. Before attending Nebraska, Taylor was a Marine and saw action in Korea where he suffered shrapnel wounds.

End Coach John Ralston has been at California three years, serving one year under Lynn Waldorf and two years under Elliott. In 1956, John coached the Rambler team, and last year he coached the California freshman team to an undefeated season. Ralston graduated from California in 1951 after playing on the 1950 Rose Bowl team as a starting linebacker. He was Rod Franz' assistant coach at Mt. Diablo High School in Concord during the 1951 and 1952 seasons. Ralston was appointed head coach at San Lorenzo High School in 1953. In 1955, John coached San Lorenzo to its first football championship.

Bob Herndon, a newcomer to the California staff in 1958, was the Rambler coach this year, in addition to helping with the Varsity. Herndon was a halfback at Oklahoma from 1952 to 1954 and was a starter in the 1954 Orange Bowl game. Bob was on the Oklahoma frosh football coaching staff in 1955, and in January of 1956 he graduated with a degree in Physical Education. He entered the Navy in March of 1956 and played halfback for the San Diego Naval Training Station. Herndon was a part-time coach at California in 1957.

BOB HERNDON Rambler Coach



DEE ANDROS Line Coach



BILL TAYLOR Freshman Coach



JOHN RALSTON End Coach



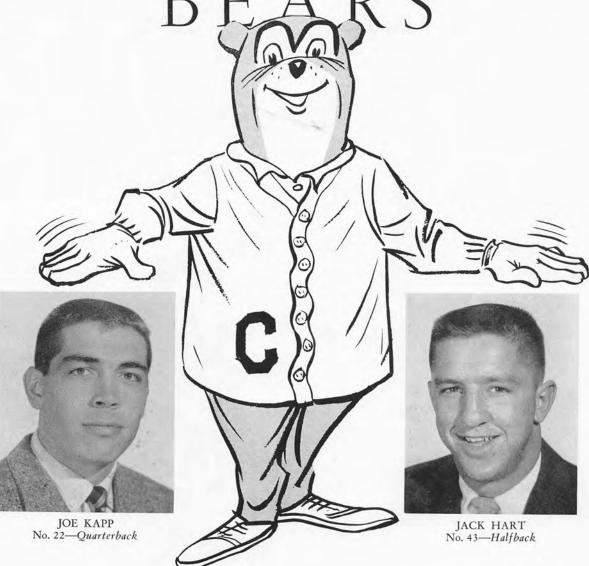
BUCK McPHAIL Offensive Backfield Coach



Defensive Backfield Coach



CALIFORNIA BEARS



WALT ARNOLD No. 30—Fullback

STEVE BATES No. 40—Halfback

TOM BATES No. 85—End

EMERSON BYRD No. 69—Guard











BILL COOPER No. 81—End



WAYNE CROW No. 10—Halfback



TED DINKLER No. 66—Tackle

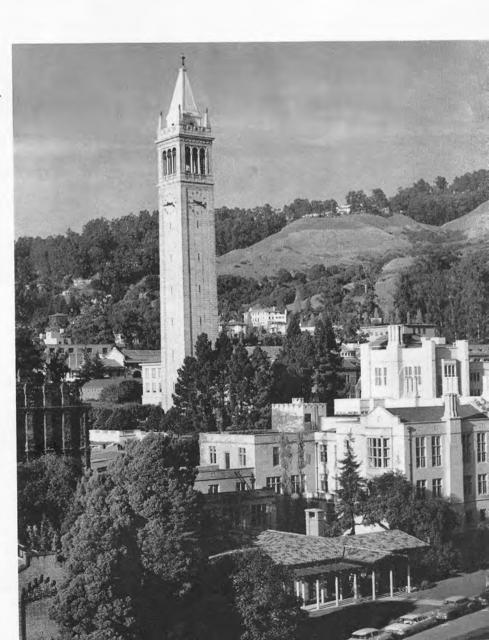


PETE DOMOTO No. 60—Guard

Campanile



SKIP HUBER No. 83—End





FRANK DORETTI No. 53—Center



BOB DUEY No. 86—End



JIM FERGUSON No. 24—Quarterback



Campanile Esplanade

JIM GREEN No. 67—Guard



CHARLIE HOLSTON No. 90—End

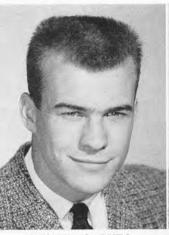


CHARLIE JOHNSON No. 62—Guard





DOUG FURUTA No. 73—Tackle



GROVER GARVIN No. 15—Halfback



DAVE GEORGE No. 44-End



Faculty Club



GUS GIANULIAS No. 20—Quarterback



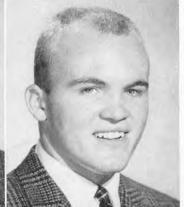
BOB GONZALES No. 51-Center





ROLAND LASHER No. 63—Guard





JERRY LUNDGREN No. 68—End

KEN MEADE No. 21—Quarterback



JOHN MICHAEL No. 76—Tackle



PAT NEWELL No. 72—Tackle

TONY PERRIN No. 33—Fullback



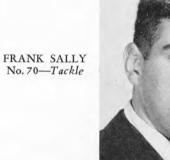
DON PIESTRUP No. 61-Guard



ANDY SEGALE No. 50—Center



JEFF SNOW No. 74—Guard











HANK OLGUIN No. 14—Halfback



LARRY PARQUE No. 23—Quarterback



BILL PATTON No. 32—Fullback



Hertz Hall of Music

BILL STRESHLY No. 75—Tackle



GREG THOMAS No. 71—Tackle



JACK YERMAN No. 41—Halfback





THE BANDS

THE CALIFORNIA Marching Band, composed of 120 men students will open its pre-game show with "Golden Bear Fanfare" and then proceed to roll out a CAL as the band marches up the field to "Big C." As a salute to the University of Iowa Hawkeyes, the band will form IOWA and play an Iowa Fight Song.

The band and the California rooting section will combine to from a great flower pot and a blooming rose in one of the biggest pictures ever portrayed on a football field. Concluding the pre-game show, the California band will play "Fight for California" as it writes its traditional script "Cal."





HALFTIME

"Highlights of 1958" opens with the band honoring the 1958 California football team and outlining a "Times Square Sign" as it reflects the halftime score as New Yorkers will see it standing on Broadway.

Alaska, our new 49th State, will be honored by the formation of a waving flag with only one star. The band salutes Alaska with John Philip Sousa's "Stars and Stripes Forever."

In a special tribute to the University's recentlyinaugurated President, Clark Kerr, the band will write a script "Kerr" while saluting the eight campuses of the Statewide University.

The band will complete the halftime show by recreating one of the most popular numbers performed at the Brussels World's Fair. Forming a block formation, the band will play "Steam Heat."

PRE-GAME

"Golden Bear Fanfare" "Big C" "Iowa Fight Song" "Fight for California"

"Hail to California"

HALFTIME

"Iowa Fight Song"

"Fight for California" "Grand Old Flag"

"Stars and Stripes Forever"

"Golden Bear"

"Steam Heat"

Director . . . JAMES BERDAHL Drum Major . . CHAPMAN DIX Student Director LARRY ANDERSON Assistant Director . . J. KAPFER Senior Manager . Hugh BARNETT Rep-at-Large . . Fred Saunders



PAUL (Bud) HASTINGS Executive Director, ASUC



GREG ENGELHARD Director of Athletics



HARRY DAVIS Business Manager



JACK WILLIAMSON Head Trainer



PAUL CHRISTOPULOS Director of Public Relations



Dr. James T. Harkness Team Physician



Dr. HAROLD (Brick) MULLER Practice Field Physician Faculty Athletic Representative



Dr. Frank Kidner



ERNEST MADISON

Equipment Manager



JOHN RONALD Senior Manager

ATHLETIC DEPARTMENT

ROSE BOWL RECORDS

Most Points	(49)	Michigan vs. Stanford (1	1902)
	(49)	Michigan vs. USC (1	
Most Total Net Yards	(491)	Michigan vs. USC (1	1948
Most Net Yards Running	(320)	Illinois vs. UCLA (1	1947)
Most Total First Downs		Georgia vs. UCLA (1	1943)
Most Pass Attempts	(31)	SMU vs. Stanford (1	1936)
	(31)		
Most Pass Completions	(16)	Navy vs. Washington (1	1924)
Most Punts		11 dont or o o	
	(16)	Stanford vs. SMU (1	
	(16)	U.S.C. vs. Duke (
Fewest Net Yards Rushing	(6)	USC vs. Alabama (
Fewest Net Yards Passing	(0)	Oregon vs. Harvard (
	(0)	Cal vs. Wash. & Jeff. (
Fewest First Downs	.(2)	Cal vs. Wash. & Jeff. (1922)

SCORES OF PAST GAMES

1902-Michigan 49	Stanford 0
1916-Wash. State 14	
1917—Oregon 14	
	Camp Lewis 7
1919—Great Lakes 17	
1920—Harvard 7	Oregon 6
1921-California 28	
1922-California 0 W	
1923—So. Cal 14	
1924-Washington 14.	
1925-Notre Dame 27	
	Washington 19
1927—Stanford 7	Alabama 7 (tie)
1928—Stanford 7	Pittsburgh 6
1929—Georgia Tech 8	California 7
1930—So. Cal 47	Pittsburgh 14
	Wash. State 0
	Tulane 12
1933—So. Cal 35	Pittsburgh 0
1934—Columbia 7	Stanford 0
1935-Alabama 29	Stanford 13
1936—Stanford 7	

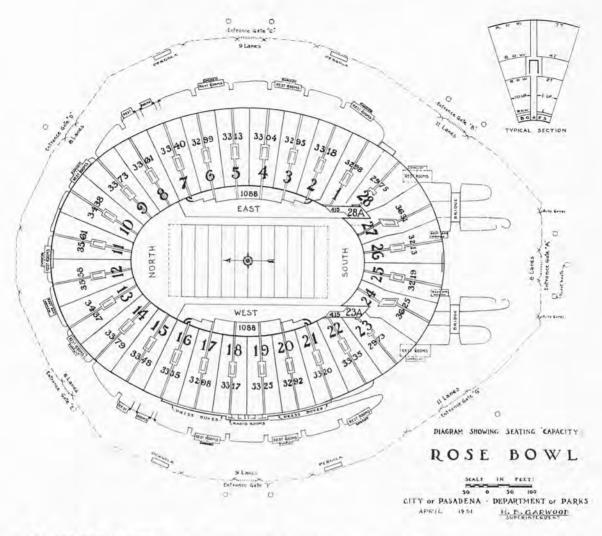
1937-Pittsburgh 21	Washington 0
1938—California 13	
1939—So. Cal 7	
1940—So. Cal 14	Tennessee 0
1941—Stanford 21	Nebraska 13
1942—Oregon State 20*	Duke 16
1943—Georgia 9	UCLA 0
1944—So. Cal 29	Washington 0
1945—So. Cal 25	Tennessee 0
1946—Alabama 34	
1947—Illinois 45	UCLA 14
1948-Michigan 49	So. Cal 0
1949-Northwestern 20	California 14
1950-Ohio State 17	
1951-Michigan 14	California 6
1952—Illinois 40	Stanford 7
1953—So. Cal 7	Wisconsin 0
1954-Michigan State 28	
1955—Ohio Štate 20	So. Cal 7
1956-Michigan State 17	UCLA 14
1957—lowa 35O	regon State 19
1958-Ohio State 10	
	d at Durham, N.C
riaye	d at Dutham, 14.0

1958 FINAL STANDINGS

PACIFIC COAST	WESTERN CONFERENCE											
W	L	T	Pct.	Pts.	Opp.		W	L	T	Pct.	Pts.	Opp.
California 6	0	0	.857	127	85	lowa	5	1	0	.833	173	100
Washington State 6			.750	137	88	Wisconsin	5	1	1	.786	131	77
Southern California 4			.667	112	72	Ohio State .	4	1	2	.714	147	105
Oregon State			.625	86	90	Purdue	3	1	2	.667	103	80
Oregon 4			.500	93	42	Indiana				.583	56	104
				1.5		Illinois	. 4	3	0	.571	117	117
UCLA2	4	1	.333	98	FIF	Northwestern	. 3	4	0	.429	144	120
Stanford 2	5	0	.286	86	152	Michigan	. 1	5	- 1	.214	98	172
Washington	6	0	.157	57	107	Minnesota				.143	87	120
Idaho0	3	0	.000	6	55	Michigan State	. 0	5	1	.083	37	96

0		TEA	M S	TATIS	TICS,	1958			Т
-	First downs (total)			lowa		Opponents			
	By rushing	**********		111		133			10
	By passing. By penalty	a-ministra	- American	74		41			
	Rushing (number of rushes	(2		443		413			0
	Yards gained rushin	ng (net)	2,125	(avg. 4.79) 1,493 (avg. 3.6	63)		
	Forward passing Number attempted			205		100			
	Number completed			115		180 75			
_	Number had interc					13			TT
	Total net yards gained	ng (net)	1,530 (pct560,	11 TD) 1,083 (pct41	4, 8 TD)		VV
A	Punts (number)			33		2,576 46			
	Average yards			30.4	\$ (1,006 y	ds.) 33.5 (1,544	yds.)		
	Kick returns Punt returns, numbe	ar.		28		9			Λ
1 1	Punt returns, vards			189		36			Λ
	Kickoff returns, num Kickoff returns, yard	ber		581		40 779			
	Total yards kicks ret	urned		770		815			
	Interception returns			13		11			
	Yards returned Fumbles (number)			179		129			
	Ball lost (tumbles)	Maria		1.9		26			
	Penalties (number)			48		32			
	Yards penalized.		PH-III min	471		286			
1	RUSHING					RECEIVING			
	2	Att.		Loss Net	Avg.	RECEIVING	Cght.	Yds.	TD
	Ray Jauch, rhb Willie Fleming, rhb	62	527 425	21 506 5 420		Don Norton, re Curt Merz, le	24	359	4
-	Kevin Furlong Ibb	56	364 313	9 356	6.3	Kevin Furlong, Ihb Jeff Langston, le	12	105	0
	John Nocera fb	67	265	5 260 6 140	3.8	Don Horn, fb	9	123	0
	Randy Duncan oh	17	81	6 75 48 59	4.4	Ray Jauch, rhb		115	0 2
-	John Brown, rhb Jerry Mauren, hb Eugene Mosley, fb	7 2	17	2 15	2,5	Willie Fleming, rhb	6	134	0 2
				0 8	8.0	Al Miller, Je John Nocera, fb	3	46	0
	Dick Gadia, hb		T.	23 -7	1.0				
	Mitchell Ógiego, qb Tom Moore, fb	- 5		27 —26		SCORING			
	PASSING					Willie Fleming, rhb		AT FG	TP 54
	Randy Duncan, qb	Comp.		ain TD		Randy Duncan, ab	E		30 24
	Mitchell Ogiego, ab 27 Olen Treadway, ab	13	1	177 0	.481			20	24 24
1	Tom Moore, fb 2	0	0	0 0		Don Norton, re John Nocera, fb Curt Merz, re		1	20
	TOTAL OFFENSE					Uon Horn th	2		12
	P	lays Rus			Avg	Jeff Langston, le Ray Jauch, rhb Mitch Ogiego, qb	2		12
T	Randy Duncan, ab 2	07 59	1,347	1,406	6.79	*20 out of 26 attempts	in the second second		6
	PUNTING				KIC	CKOFF RETURNS			
	Don Norton, re	No.	Yds.				No.	Yds.	Avg.
	Bob Prescott, re John Nocera, fb	10	569 326	31.6 32.6	Kan	Jauch, rhb	3	250 57	25.0 19.0
	Al Miller, le	1	22	27.0 22.0	Joh	n Nocera fb	3	56 42	18.6
	PUNT RETURNS				Boh	leter lbb	2	54	27.0
	Walter Francisco	No.	Yds.		Cur	t Merz re	2	24	25.5 12.0 15.0
		9	31 28	3.4	Ма	rk Manders, g	- I	0	0.0
	John Nocera, fb	5	138	27.6	PA	SS INTERCEPTIONS			
	Bob Jeter, Ihb Randy Duncan, qb _	2	-4	-2.0 4.0			N	lo. Yds.	Ret.
_	SCORING				Ray	Horn, fb	and the state of the state of	3	15 72
(lowa	Opp.	Cha	rles Lee, It		2	17
	Total points		234	134	.000	Jefer, Ind	ASSESSMENT OF THE PARTY OF THE	7	9
	TD PAT FG		23	14	BOD	Prescott, re		1	2
				DUARTE	RS (9 ga				36
				1st	2nd	3rd 4th Total			
		Oppon	ents	48	70 39	72 44 234 33 45 134			

0			T	EAM S	TATISTICS, 1958				
(Bea			nents	
0	First Dov	vns Rushin	g			25	10		
A	First Dov	ons Penalty				6		3	
A	To	tal First D	owns		.,,	58	15		
1 1	Net Yard	s Rushing	***************************************		231	30	203 116		
-					314		320		
	Passes At	tempted				27	18		
L	Passes C	completed.	***************************************		m.	69	9		
						7	9		
T	Yards Int	receptions	of Comp	letions	2	54.3		0.0	
	Number	of Punts	or comp			52	4	5	
-	Total Yai	rdage of P	unts	*******	18	32	161		A
							2	5.8	
H	Number Total Yar	of Punt K	Returns	***************************************		69	16		A
1	A	verage Len	gth of Pi	unt Returns	\$	8.68		6.26	
_	Number	of Kickoff	Returns			33		4	
()	Total Ya	rdage of k	ickott Re	turns	rns5	80 17 A	50	4.9	
U	Penalties	Against .	gin or K	ickon Ken	(113.	40		6	
	Y	ards Lost o	n Penalti	es	3	84	43		
D					***************************************		4	5	
1						15 28		3	
-	Field Go	als Attems	oted	***************		2	_	2	
NI	Fi	eld Goals	Scored			0		2	
1	Two-Poin	+ Conversion	ons Attem	pted		26		9	
T 4						2		4	
T						1		2	
- 1	TOTAL F	OINTS SC	ORED			95	16	2	
1	Number	of Rushing	Plays		6	03	46	5	
	A	verage Ga	in per l	Rushing Pla	ay	3.95		4.38	
Δ	A	verage Rus	hing Ga	in per Ga	me-10 Games 2	38.0		3.8	
77	Total O	Hensive Pl	ays	ffonsive Pla		3 15	64	4.96	
	Â	verage Ga	in (Total	Offense) p	per Game—10 Games 3	14.9	32	1.0.1	
	PASSING		D 60 00 20	2000000	SCORING	TD	PAT	TP	
	Att. Comp.	HI Yd		Pct.	Patton	9	1	56	
	Kapp 97 56 Gianulias 20 8	5 64		57.7 40.0	Hart		1	46 32	_
	Parque 6 3	0 3	5 0	50.0 66.7	Arnold		Ţ	26 8	
	Meade 3 2 Burns 1 0		0 0	00.0	Lundgren		Ó	6	
	127 69	7 76	9 2	53.3	Yerman		0	6	
	RECEIVING	No.	Yds.	TDP	Crow	0	2*	3	
	Hart	28	334 84	0	Garvin Holston	0	1	2	
	Garvin	5	104	0	T. Bates	0	1	2	
	Lundgren	5	44	0	*One kick from placement	28	14*	195	
	T. Bates		48	0					
	Crow	3	7	0	KICKOFF RETURNS	No.	Yds. 82	Avg. 27.3	
	Yerman Holston	2	15	0	Kapp	5	104	20.8	
	Arnold Burress		9	0	Olguin S. Bates		18	18.0	
	77077	69	769	2	Hart Arnold		136	17.0 17.0	
	INTERCEPTIONS	No.	Yds.	TD	Crow	anne I	16 28	16.0	
	S, Bates		54 33	0	Patton	The same	13	13.0	
	Crow	2	19	Ō	Yerman Lundgren	2	8 5	8.0 2.5	
	Sally		68 55	1		33	580	17.6	
	Gianulias	I	20 20	0	200.000.00				
	- 31 Will Management of the Control	11	269	- 2	PUNTING Olguin	No.	Yds. 169	Avg. 56.3	
	RUSHING	ТСВ	NYG	Avg.	Hart	7	254	36.3 35.4	
	Kapp	142	582 459	4.10	Crow	9	1026 282	31.3	
	Patton	94	299	3.18	Parque Garvin	2	55 47	27.5 23.5	
	Olguin	32	223 215	6.97 3.58	WM THE SALESANAL COMMON	-	-		
	Crow	45	210	4.67		52	1832	35.2	
	Garvin	19	126	6.63	PUNT RETURNS	Ret.	Yds.	Avg.	
	S. Bates	25	67 53	3.12	Crow Olguin	7	78 75	10.7	_
	Gianulias	9	26	2.89 -0.44	Kapp Garvin	7	65 51	9.29 6.38	
	Parque	4444	-6	-0.75	Hart		0	0.00	
		603	2380	3.95		31	269	8.68	



POLICE DEPARTMENT: HEADQUARTERS AND JAIL-Located in Administration building adjacent

to Tunnel 28 at southeast end of Bowl.

LOST AND FOUND-Located in Police headquarters.

LOST CARS AND TRAFFIC PROBLEMS - Ticket booth located outside

Gate "A."

GAME MANAGEMENT OFFICE: Located in the Administration building adjacent to Police headquarters at

Tunnel 28

PARKING: All parking is FREE; no street parking in vicinity of Rose Bowl. Do not block traffic lanes in the parking areas. Drive earefully and follow directions of traffic

officers and parking area attendants.

REST ROOMS: Located between tunnel entrances 1-2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14, 15-16,

17-18, 19-20, 21-22, and at tunnels 23 and 28.

FIRST AID FACILITIES: Emergency Hospital—Located at Tunnel 27.

Ambulances-Located at Tunnels 12 and 27.

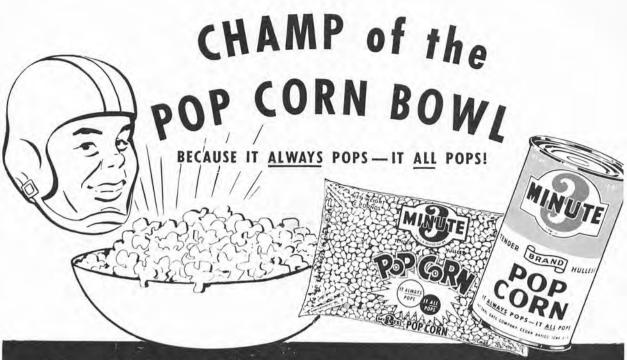
Nurses and First Aid Attendants—Located at Tunnels 1, 3, 5, 8, 10, 12, 14, 16,

18, 20, 22, 24 and 26.

TELEPHONES: Pay stations are located at Tunnels 1, 4, 9, 14, 19, 26, 28, auto gate and southeast field level tunnel, 28 A.

CONCESSION STANDS: Located near all tunnel entrances.

FIRE DEPARTMENT: Equipment will be located outside at Tunnel 27.



3-MINUTE POP CORN

NATIONAL OATS COMPANY . CEDAR RAPIDS, IOWA, U.S.A.

OFFICIAL WATCH FOR THE



U.S. OLYMPIC





OLYMPIC WINTER GAMES 1960

PAN-AMERICAN GAMES 1959





NAT'L AERONAUTIC ASSN.

NAT'L SKI ASSN.





AMERICAN POWERBOAT ASSN

NAT'L HORSE SHOW ASSN.

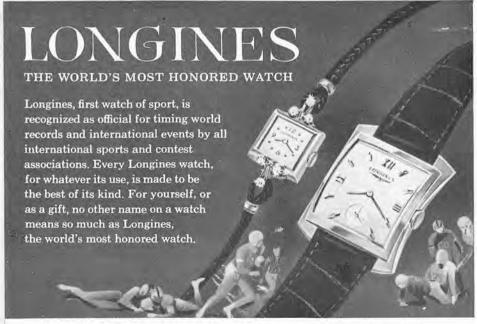
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NAT'L FOOTBALL

MAJOR LEAGUE





OFFICIAL WATCH FOR THE

Rose Bowl Game



ILLUSTRATED
Longines Starlight Serenade
"B", elegant 14 K gold watch
with 6 diamonds, \$175;
Longines Presidency "E",
14 K gold case, \$125.
Other models from \$71.50.
Federal tax included.

LONGINES-WITTNAUER WATCH COMPANY



with the fabulous Adventurer engine

There's nothing quite like sitting behind the prize-winning Adventurer engine. Performance is truly sensational! And now this engine is optional on any De Soto.

De Soto's standard engine, too, is a sizzler. The new Turboflash V8 just pours out smooth, quiet, economical power. And power is only the start of the '59 De Soto story.

NEW SPORTS SWIVEL SEATS. At last—here's a car seat that lets your wife get in and out like a lady. Simply touch a lever and the front seat turns.

She can swing in or out in one easy motion—even in a tight skirt.

NEW LEVEL-CRUISE RIDE. Famous Torsion-Aire suspension, combined with De Soto's longer wheelbase and steadying weight gives you America's smoothest, safest ride. Automatic load-leveling is optional.

NEW FLAIR-STREAM STYLING makes De Soto the smartest way to go places. Every line says power, quality and

authority. And the roomy fashionvogue interiors establish a new, practical elegance.

NEW STANDARDS OF QUALITY. New push-button heating, push-button drive. New electric-eye rear-view mirror, other advanced features.

See your De Soto dealer today. Three lines to choose from in a wide range of prices. De Soto Division, Chrysler Corporation.

The smart way to go places... DE SOTO